



Character Area 1

Papago / North Tempe

Second Public Meeting

May 11, 2021



Agenda

1. Welcome & Staff Introductions
2. Review of the outcomes of the kick-off meeting; and the online survey
3. Dotocracy Explained
4. Next Steps & Timeline
5. Q and A; Discussions



AGENDA
1

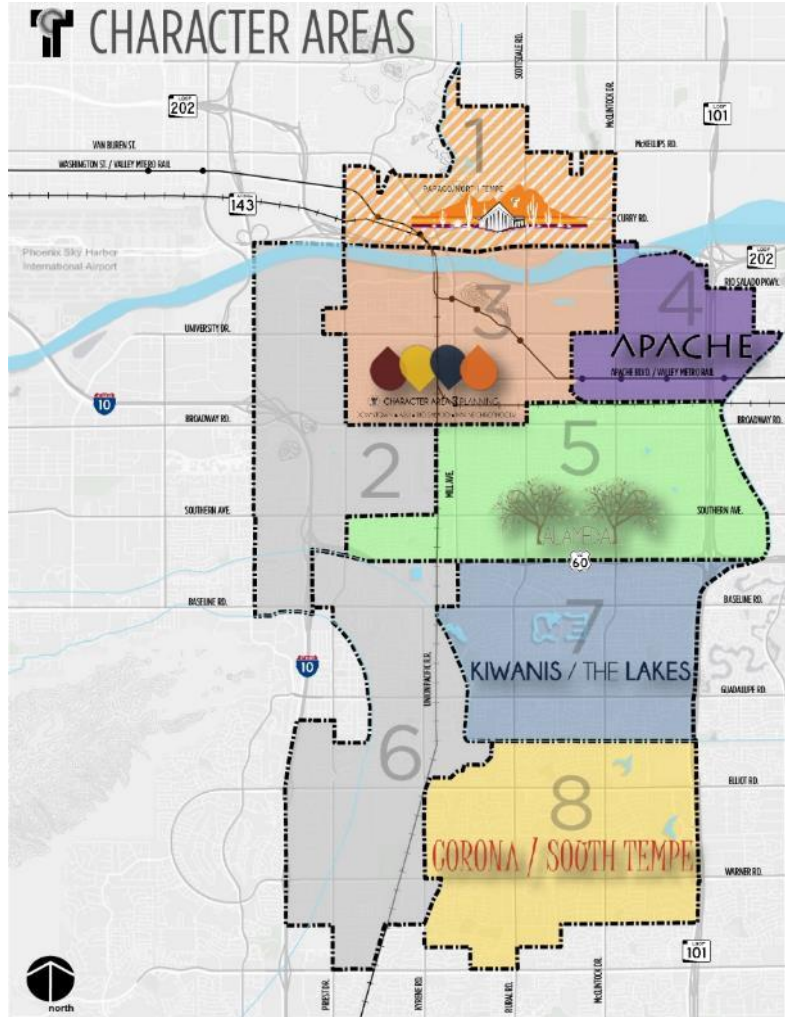
WELCOME!



PAPAGO/NORTH TEMPE



<https://characterareas.tempe.gov/pages/area1>



Map Showing the planning status of Character Areas:

- Plans completed (colored areas)
- Under planning process (orange hatching)
- To be completed (grey areas)

CITY-WIDE STATS FOR COMPARISON (2019)



	CA-1 (2019)	Tempe (2019)
Geographical Area	3.35 Sq. Miles (8.4%)	40.1 Sq. Miles
Population	10,134 (5.2%)	195,805
No. of Households	4,722	73,032
Median Age	29.2 years	29.5 years
Median Household Income	\$52,371	\$57,994
Unemployment rate	4%	3.4%
Total No. of Jobs	7,677	195,250 (est.)
Total No. of Businesses	486	17,037

AREA BACKGROUND RESEARCH 2020



POPULATION TRENDS AND KEY INDICATORS

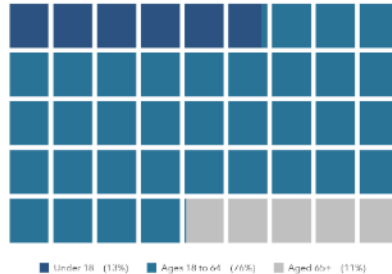
Papago/North Tempe

9,879	4,617	2.14	29.4	\$54,149	\$249,052	50	127	67
Population	Households	Avg Size Household	Median Age	Median Household Income	Median Home Value	Wealth Index	Housing Affordability	Diversity Index

MORTGAGE INDICATORS

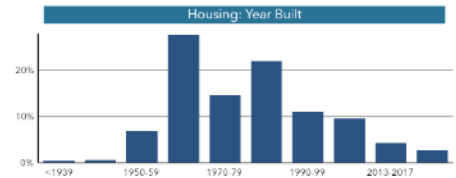
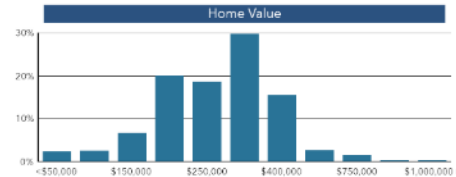
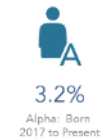
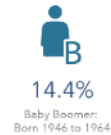


POPULATION BY AGE



This infographic contains data provided by American Community Survey (ACS), Esri, Esri and Bureau of Labor Statistics. The vintage of the data is 2010-2018, 2020, 2025.

POPULATION BY GENERATION

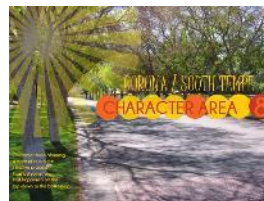


Source: This Infographic contains data provided by Esri, Esri and Bureau of Labor Statistics, American Community Survey (ACS). The vintage of the data is 2020, 2025, 2014-2018.

CHARACTER AREA PLANNING STATUS



- Two kick-off meetings for CA-1 were held on March 15, 2021
- Pop-up meetings will be held in June
- “Dot.ocracry” survey will be open from May 11 through June 30, 2021



Recap CA Plan Highlights



- A high-level vision and policy plan
- Consistent with the Council Priorities
- A collaboration between City, residents and stakeholders
- Plan contents
 - Boundaries, purpose and applicability
 - Background, history of the area
 - Design and planning principles
 - Relevant design and planning images
 - Appendices: Supporting documents



EXAMPLE (TENTATIVE) CONTENT IN CHARACTER AREA-1 PLAN



✓ SCOPE

A high-level vision and policy-level plan for CA-1 area. (Non-regulatory).

✓ VISION

Diverse housing options, increased transit options, ease traffic congestion, maintain and expand open spaces, increased residential land use, shaded trails, bike paths, low to medium building heights

✓ CHARACTER DEFINING ELEMENTS

History, Design aesthetics, Landscape, Open spaces, Papago park, Cross-cut canal, Landmarks e.g., Eisendrath House, Sandra Day O'Connor House

✓ DESIGN GUIDELINES/PRINCIPLES

Walkability, bikeability, multi-use trails, connectivity, durable materials, energy efficiency, historic preservation



REVIEW OF OUTCOMES THE KICK-OFF MEETING

April 2021 Online Survey: **Respondent data**



- Respondents – White - 78%, Latinos - 14%
- Majority of respondents less than 45 years old
- Ownership: 56% Of the respondents - single-family home; 25% - renters
- For mobility: 94% use personal vehicle, 62% walk, and 56% bike
- Meeting preferences: 55% - weeknights; 30% weekdays
- 53% Virtual meetings, 47% - in-person when safe
- Respondents prefer e-mail

Kick-off Meeting Summary



- Welcome remarks by Mayor
- Presentation by staff
- Intro to the CA process
- Interactive discussion with the attendees on preferences
- Two-week long online survey conducted
- Public input gathered on the assessment of the current situation and resident aspirations





- **Preferences for the enhancement of amenities**

- Canal-side trails, multi-use paths
- Enhanced streetscape (shade, bus shelters)
- Park enhancements (playground equipment, shade, water features)



- **What land uses should be increased?**

- Open Space
- Single-family, and multi-family residential
- Drug stores, groceries





- **Top wish list items**

- Deal with homelessness
- Drainage area improvement
- Parking
- Streetcar extension
- Parks



- **Is the area attractive for investment?**

- Yes (by 2/3rd of the respondents)



April 2021 Online Survey Summary



• What design criteria would improve the area?

- Shaded walkways
- Low height buildings (but some are ok with tall)
- Environment-friendly design, durable materials
- More stringent sign ordinance
- Connected trails
- (Mitigate homelessness) (Note: This is out of the scope of the CA-1. Human Services staff are working on this)



• Any other thoughts?

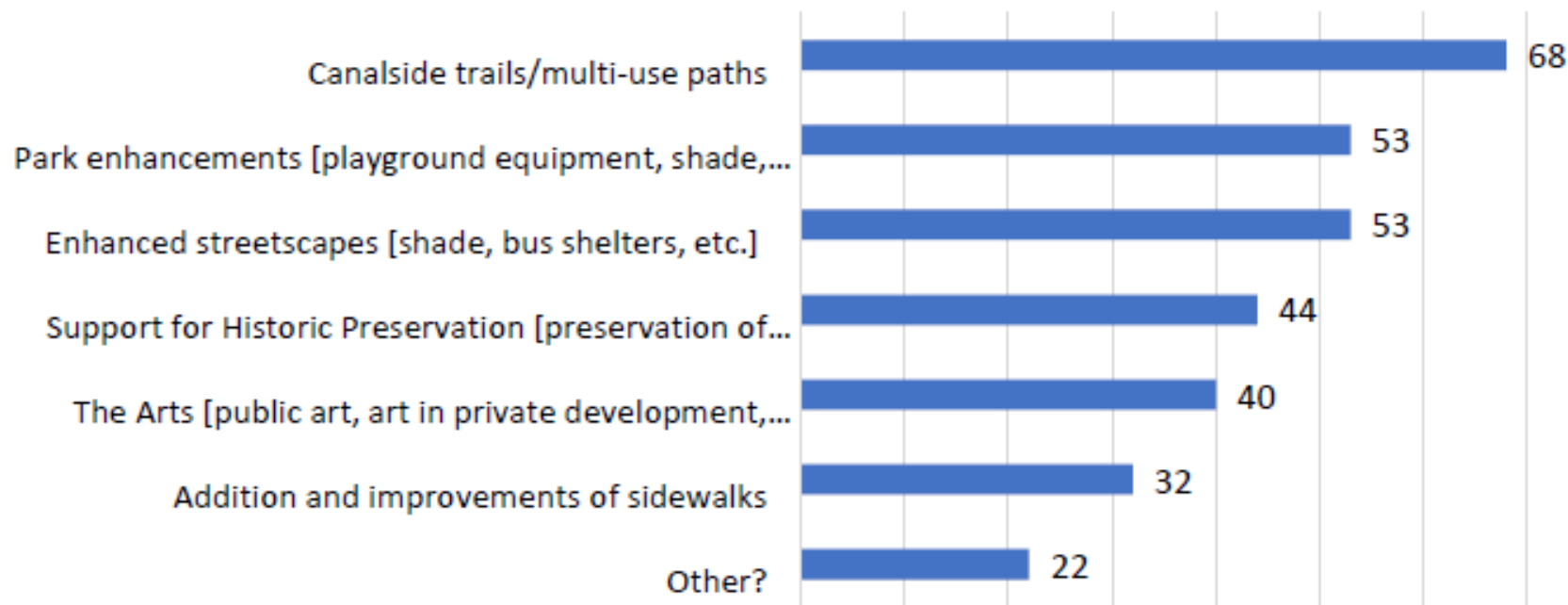
- Public art
- Affordable housing
- Increased outreach by Community Services



April 2021 Online Survey Summary (Graphical Example)



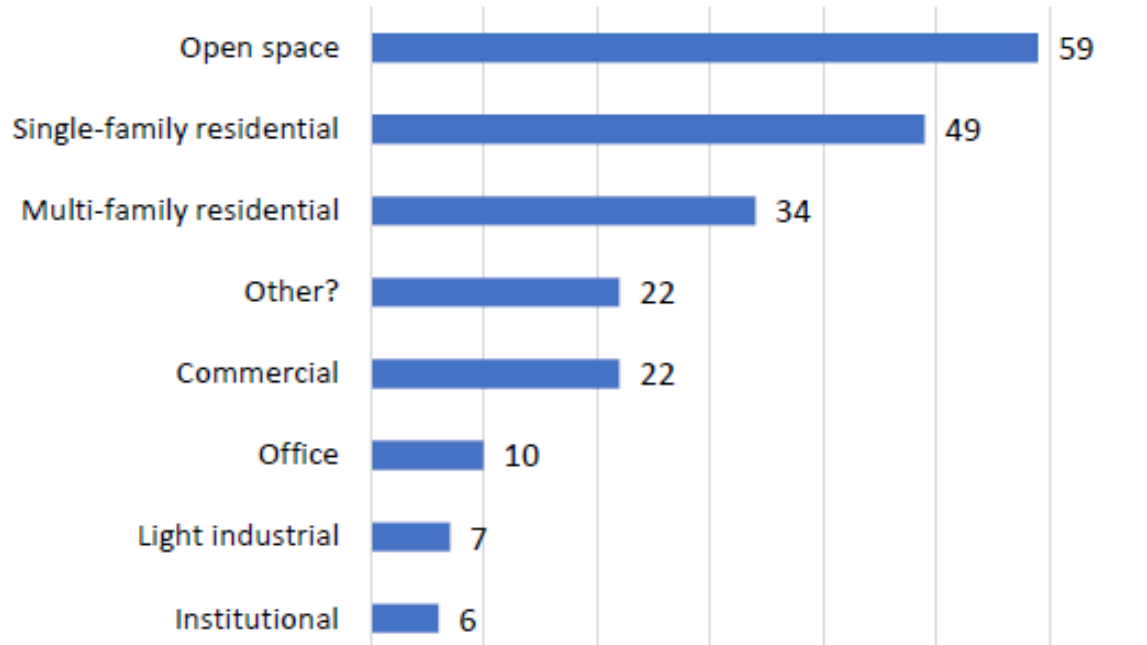
What amenities, and enhancements would you like to see within Papago/North Tempe?
Choose all that apply.



April 2021 Online Survey Summary (Graphical Example)



What kind of land uses would you like to see increased in Papago/North Tempe? Choose all that apply.





March 15 Kick-Off Meeting: (Example Comments)

1. What elements set this area apart and makes it unique from other parts of Tempe or the Valley?
 - “Mesquite Trees! Lopiano Park. Tempe Town Lake”
 - “Papago Park”
 - “Papago Park”
 - “Rolling Hills”
 - “Opportunity- lots of different people and close to lots of neat things in the valley”
 - “Natural desert environment and various types of homes from multifamily to single family homes.”
 - “Red Rock Formations!”

March 15 Kick-Off Meeting: (Example Comments)



2. What elements should be preserved, enhanced, changed, added or taken out to improve the area?
 - “County Island taken out!”
 - “pedestrian walkway improvements”
 - “Remove the strip club in the county island. Less gas stations.”
 - “Preserve the cactus and mesquite Trees!”
 - “keep the desert landscaping, the feeling of outdoors/ seclusion. walking, biking, etc.”
 - “More adherence to code.”
 - “More trees; More trees along the lake. Yes, more trees”
 - “More shade!!”
 - “what I most want to do is preserve the beauty of the desert landscape and parks along with bringing in new business and housing”



DOT•OCRACY EXPLAINED:

BASIS FOR DEVISING DESIGN PRINCIPLES

PRIORITIES & DOT·OCRACY SURVEY



You've got 10 dots to 'spend'.
How would you spend them on
these services?



Art and recreation
programs (Quality of Life)

Business services
(Financial Stability & Vitality)

City and neighborhood
park improvements (Quality of Life)

City development and
redevelopment efforts (Sustainable
Growth & Development)

City outreach efforts about
programs, events, services, and issues
(Strong Community Connections)

City's website (Strong
Community Connections)

Counseling services for
residents (Strong Community
Connections)

Crime prevention programs
(Safe & Secure Communities)

- Participants use allocated dots to determine priorities for area
- Individuals can choose how to use dots: where and how many
- Suggested priority categories are based off initial survey results
- Dot.ocracy survey open May 11 to June 30, 2021

PRIORITIES AREAS & DOT-OCRACY SURVEY



- Landscape
- Mobility
- Connectivity
- Streetscape
- Open Space
- Shade
- Public/Private Art



PRIORITIES & DOT-OCRACY SURVEY



- Housing
- Aging in Place
- Sustainability
- Canal-Oriented Development
- Quality Design
- Balanced Land Use
- Historic Preservation





POLL:

DO YOU HAVE SUGGESTIONS FOR
ADDITIONAL PRIORITIES THAT WERE NOT
INCLUDED IN THE ABOVE LIST?



NEXT STEPS & TIMELINE

PRIORITIES & DOT-OCRACY SURVEY



You've got 10 dots to 'spend'.
How would you spend them on
these services?



☐ + ☐ - Art and recreation
programs (Quality of Life)

☐ + ☐ - Business services
(Financial Stability & Vitality)

☐ + ☐ - City and neighborhood
park improvements (Quality of Life)

☐ + ☐ - City development and
redevelopment efforts (Sustainable
Growth & Development)

☐ + ☐ - City outreach efforts about
programs, events, services, and issues
(Strong Community Connections)

☐ + ☐ - City's website (Strong
Community Connections)

☐ + ☐ - Counseling services for
residents (Strong Community
Connections)

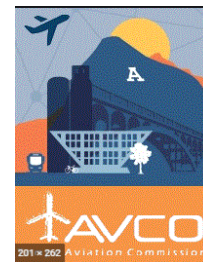
☐ + ☐ - Crime prevention programs
(Safe & Secure Communities)

- Survey open from May 11 to June 30, 2021
- A total of 10 dots to be used however you want
- You can spend all dots on one priority or spread it to more than one.

PRESENTATIONS TO BOARDS & COMMISSIONS



- Neighborhood Advisory Commission (06-02)
- Transportation Commission (07-13)
- Desert Conservation Commission (06-01)
- Parks, Recreation, and Golf Advisory Board
- Sustainability Commission (06-21)
- Historic Preservation Commission (06-09)
- Aviation Commission (06-09)
- Development Review Commission (06-22)





May 11, 2021: VIRTUAL PUBLIC MEETING

Input into Design Principles: design elements, patterns, landscape, building materials, amenities. Dotocracy

June 7 and 26, 2021

Local Pop-ups, Stakeholder Meetings

Priorities / Additional Dotocracy

SUMMER 2021

Initial Board & Commission Presentations and Outreach

FALL / WINTER 2021

Draft Plan / Public Review (Virtual and in-person), and revisions, Board & Commission Review

WINTER 2021 / JANUARY 2022

City Council decides on the final draft plan

QUESTIONS & DISCUSSION; CONTACTS



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